

Joining a Health Plan Partnership

What's in it for Me?

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Utah Diabetes Partnership

- **A voluntary managed care cooperative to measure and improve quality of diabetes care**
- **Targets activities, interventions and tools toward health plans, patients and providers**
- **Monitors quality indicators (HEDIS) to evaluate and measure progress/improvement**
- **Aims to improve quality of life/reduce complications**
- **Seeks to put diabetes practice recommendations into everyday practice by patients and providers**

Past and Current Activities

- **Annual diabetes management reports to providers**
- **Distribution of ADA practice recommendations to providers**
- **Development of physician tools, eye exam report forms, eye exam referral cards, foot care posters, eye exam CPT codes**
- **Annual patient management reports to members; missing tests**
- **Test schedules for management and complications screening**
- **Summary of health plan diabetes benefits**
- **Educational materials on diet, exercise, glucose monitoring, eye, kidney, heart, foot and oral health, physician visits**
- **Member newsletters, testing schedule magnets**
- **Incentives for having recommended screenings, pedometers**
- **Development of diabetes registries and identification of high risk and hard to reach members**
- **Member and provider surveys**
- **Collection of HEDIS data, data analysis and reports**

Diabetes Partnership Objectives

- **Change the provider culture**
- **Change the patient culture**
- **Make a difference in the lives of those who live with diabetes**
- **Get diabetes on the health plan radar screen**

**You can't manage
what you don't
measure**

University of Utah Health Plans

- **Overview**
 - **Customers**
 - Medicaid (25,000)
 - University employees (9,000)
 - **Providers**
 - University and community based physicians and clinics
 - **Services**
 - Claims administration
 - Case Management
 - Quality Improvement

Reasons for Joining Partnership

- **Joined Health Plan Partnership in 2002**
 - **Primary reason: Diabetes care offered opportunity for improvement**
 - **State rules required HEDIS data reporting with emphasis on hybrid data**
 - **The State publishes reports showing comparative data**
 - **DPCP offered seed funds to participate in a collective quality of care improvement initiative**

Benefits of Partnership

- **Jump started a diabetes care initiative**
- **Outlined a defined program focus**
 - **Targeted interventions among Utah health plans**
 - **Shared knowledge & tools**
- **Improved networking with state agencies and other Utah health plans**
- **Increased visibility**
- **Improved HEDIS rates**

Refining our Focus / Networking

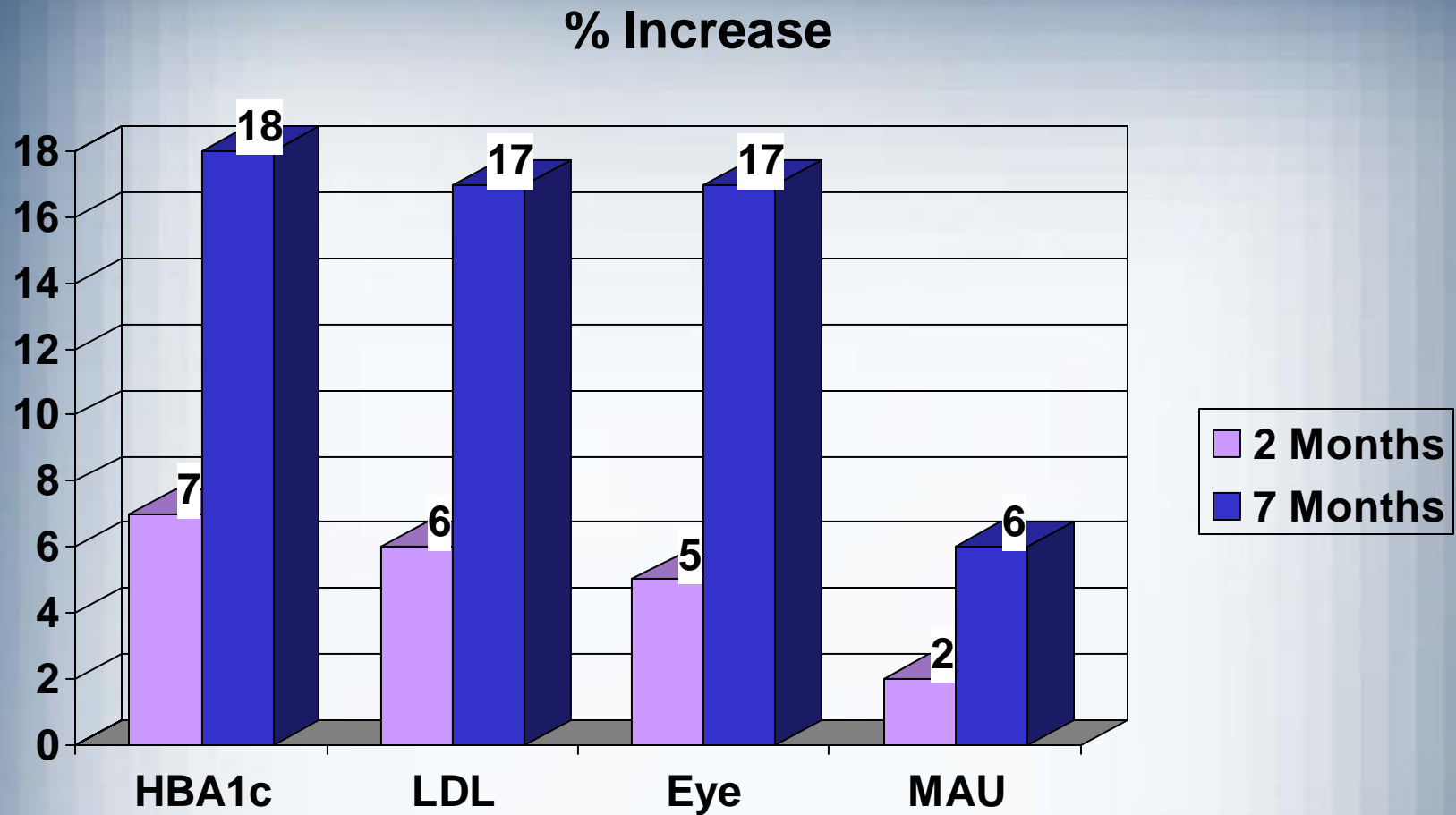
- **Identified clients with diabetes**
- **Established a diabetes registry**
- **Participated in coordinated, joint interventions, surveys and incentives**
- **Participated in the collection, analysis and reporting of comparative data**
- **Developed and implemented tools for providers**

Example 1: Joint Intervention

Hard-to-Reach Initiative – 2003

- **Targeted 550 members**
- **74% missing 2 or more recommended tests since June 2002**
- **Mailed reminders**
- **Provided incentive if test completed by December 31, 2003**

Hard-to-Reach - Results



Example 2: 2004 Joint Member Survey

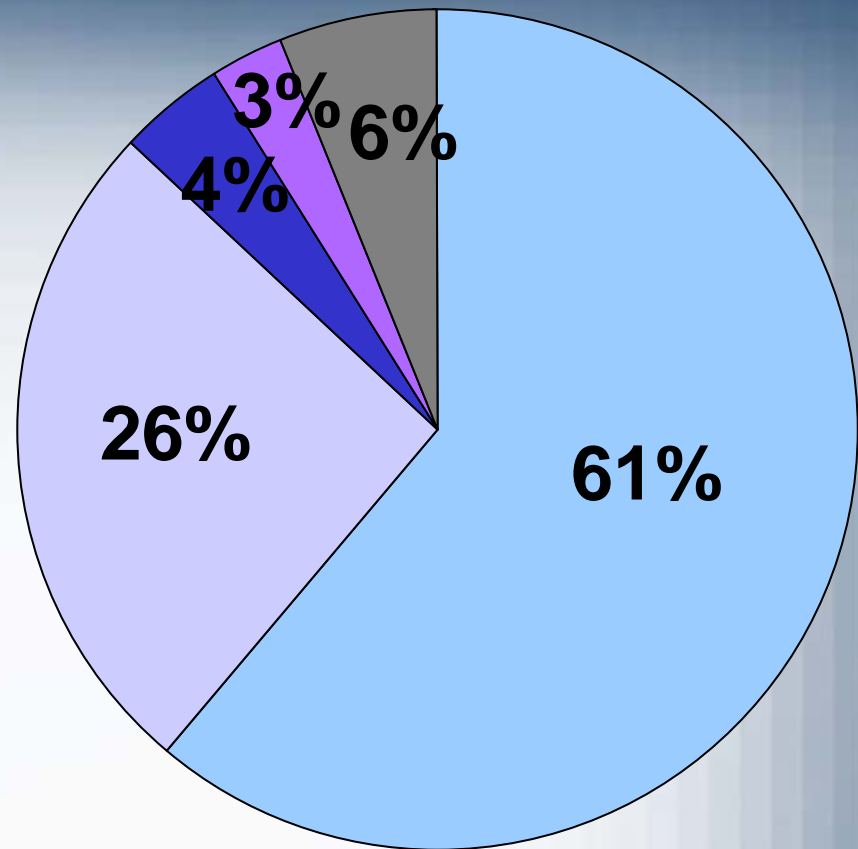
- **Top 6 reasons for not getting an eye exam**
 - **Forgot to make appointment (100%)**
 - **Did not have time to make appointment (100%)**
 - **Afraid of results (100%)**
 - **Did not think insurance would pay (46%)**
 - **Didn't notice any changes in eyesight (22%)**
 - **Don't have an eye doctor / know where to find one (19%)**

Survey Triggered Actions

- **Health plan staff training**
 - Internal benefits education
- **Provider education**
 - Medicaid Information Bulletin update
 - Additional clarification of benefits
 - Ophthalmology and optometry conferences
 - University eye care providers
- **Focus groups**
 - ID additional barriers and solutions
- **Member education**
 - Newsletter articles
 - Benefits education
 - Targeted case management
 - Additional telephonic reminders with education

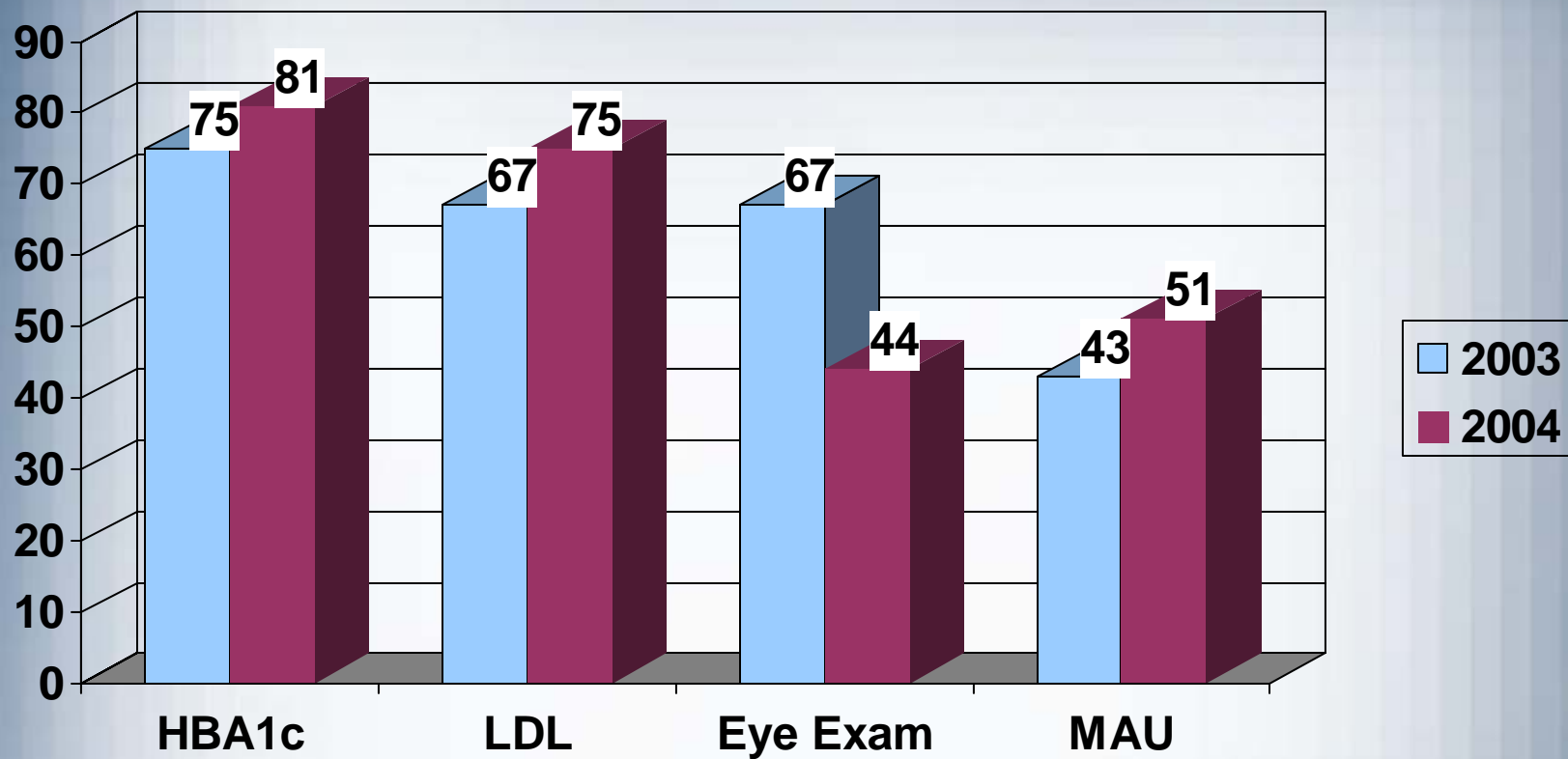
Example 3: Telephonic Reminders

- **Benefits**
 - Effective
 - Cost-effective
 - Customizable
 - Spanish
 - Call transfer
 - Message
 - Know “reach” rate
- **Process results**
November 2004 →
- **Outcome Result**
 - 13% improvement



Example 4: Improved HEDIS Scores

2003 vs. 2004



What's Next?

- **Additional actions from 2004 survey – HBA1c**
 - **Client recall on A1C testing is very good - comparable to HEDIS results**
 - **Majority (75%) don't know what their A1C value is, or what it should be**
- **Action based on focus group results**
- **Expanded use of telephonic reminder technology**